

programs and four hours of Bloomberg business news and financial information during the late-night/early morning hours.

KCWB's relationship with The Hearst Corporation and KMBC also allows KCWB to provide an additional outlet for KMBC's local news specials and weekly public affairs programming. Hearst is also a leader in developing local programs designed for children, teens, and young adults.

The LMA with KCWB has allowed Hearst to offer additional diverse programming to the public. The additional advertising inventory has allowed Hearst to better serve the needs of advertisers in Kansas City as well. None of these public interest benefits existed prior to Hearst's investment in its LMA with KCWB-TV, Inc.

The LMA has also enabled the licensee to operate with broadcast facilities substantially comparable or superior to other stations in the market. Although not originally contemplated by the parties to the LMA, station KCWB's antenna is located on KMBC's tower, which is located close to downtown Kansas City. KMBC was required to make some substantial modifications to its tower in order to accommodate KCWB's tower. It is doubtful that KCWB would have been able to locate on KMBC's tower but for the existence of the LMA between these parties. No other tower in the Kansas City area was available for use by KCWB, which explored these possibilities prior into entering into the LMA.

KSHB-TV, Ch. 41 (NBC) ***KMCI-TV, Ch. 38 (Ind)***

KMCI was originally affiliated with the Home Shopping Network. As a result of the LMA with KSHB, it is now a full service general audience station serving the citizens of Kansas City. Essentially all of KMCI's weekly broadcast hours are brokered to the brokering station, subject to the unfettered obligation and entitlement of the licensee to provide noncommercial public affairs, children's, and public interest programming, and the absolute preemptive entitlement of the licensee, Miller, to refuse to air any programming which it deems unsuitable.

KMCI has now had approximately a year's experience with the LMA between Miller and Scripps Howard. It has, during that time become able, due to that LMA, to create an image in the community as a "family station." For example, due to the type of programming provided, which is best characterized as a rich mixture of family and children's programming, KMCI has come to be regarded as a sponsor for family activities in the service area, because its audience demographics are in that category. This was not the case prior to the LMA, when KMCI was viewed as simply a home shopping station, and the demographics were more oriented toward elderly women than families. Since the LMA, KMCI has become a sponsor for "TLC," or "Temporary Lodging for Children," which is a Johnson County child care center for children caught in parental domestic disputes. This is the kind of community involvement that was made

possible by the station's image in the community, which in turn was characterized by the programming provided under the LMA. KMCI has also become the "Home of the Wizards," the professional soccer team in Kansas City, which would have been impossible prior to the Scripps Howard LMA.

Also, since the LMA went into effect, the LMA with Scripps Howard has resulted in capital improvements to the station, including a complete auxiliary power facility and upgrades to the station's transmitter. These will allow the continuation of programming during power failures from severe weather emergencies, which are common in the area.

Thus, it is apparent that the LMA has provided numerous opportunities for Miller, and has allowed Miller to develop the identity of the station as a promoter of family values and community assistance, which was simply not possible otherwise.

Nashville, TN

DMA Market No. 33

WZTV-TV, Ch. 17 (Fox)
WUXP-TV, Ch. 30 (UPN)

Mission I is a party to a local marketing agreement ("LMA") with Sullivan Broadcasting Company, Inc. ("Sullivan") through which Sullivan supplies the majority of the programming for WUXP. The LMA has enhanced the quality of programming and increased programming diversity in local television markets.

Before Sullivan began programming the station was failing economically and in serving the public as a source for quality, alternative programming. WUXP (Nashville, Tennessee) was unable to cover its operating expenses, was in default on its senior loan, and was broadcasting from aged and unreliable facilities. Today, as a result of the Sullivan LMA, the station is thriving, having received access to improved equipment and facilities, and providing alternative sources of programming to the public that the Mission companies did not have the financial resources to obtain on their own. At the time the LMA was entered into, the station was suffering financially. Today, with improved programming as a result of the LMA, the station is paying its expenses where it was unable to do so before.

Absent the WUXP LMA, WUXP would no longer be able to serve its community because it was unable to cover its operating costs. With the LMA, the station's revenues increased, WUXP's financial condition has stabilized and programming has improved on the station. The station anticipates instituting additional programming improvements including an additional half hour educational children's program and additional public affairs programs.

Moreover, prior to the LMA, WUXP could not afford to upgrade its aged station equipment, including broadcasting in monophonic sound. Since the LMA, additional equipment has been ordered and installed for the station. Also, WUXP relocated to a building it shares with WZTV, which gives WUXP access to better equipment.

The relationship between Mission I (owner of WUXP) and Sullivan has been quite successful for the Mission companies. Competition has increased, rather than decreased, in the Nashville and Greensboro markets. Under the LMA, the Mission companies retain their rights to preempt Sullivan programming, to reject Sullivan programming if it would violate Mission's programming standards or violate the Commission's rules and to provide programming for up to 28 hours of every broadcast week. Moreover, after it began offering programming under its LMA with Sullivan, both the station's market share and visibility have increased. The station's improved programming under the Mission/Sullivan LMA comes at a time when new multichannel video program providers, such as DBS and MMDS, began to offer additional programming options to the stations' viewers in addition to the alternatives that were already available on the cable system service in the stations' markets.

Without its LMA with Sullivan, the station most likely would not have the financial resources to transition its NTSC operations into DTV operations prior to the 2006 deadline established by the Commission. In sum, the Mission/Sullivan LMA arrangement has positively affected competition, increased the diversity of voices and improved the quality of programming in the market.

Columbus, OH

DMA Market No. 34

WCMH-TV, Ch. 4 (NBC)
WWHO-TV, Ch. 53 (WB)

Prior to the operation of the station pursuant to the LMA, WWHO's prior owner had no measurable ratings. The station's technical facility was in complete disrepair and operated at substantially reduced power for periods of time. The station also went off the air with weekly regularity and essentially was not a viable local television outlet. With the assistance of its LMA partner, Fant rebuilt the station's plant.

Today, the station, which operates as a WB affiliate, has ratings that have improved at least fourfold and broadcast programming 24 hours a day. The broker has added a 10:00 p.m. local newscast to the stations, the first in the market. In addition, the station has been home to a host of local sports broadcasts, including the Cleveland Cavaliers (NBA), the Columbus Chill (hockey), Ohio University (football and basketball), the Cleveland Indians (baseball) and the Columbus Crew (soccer). The station airs six different children's programs each week which qualify as "core," at various times throughout the week. Further, the station's technical facility has been operating within its licensed parameters since the inception of the LMA. WWHO also produced *Here in Ohio*, a 30

minute public service program designed for the community of license, Chillicothe. Prior to the LMA, the station aired no public service programming for the community of Chillicothe whatsoever.

Greenville-Spartanburg-Ashville-Anderson, SC/NC DMA Market No. 35

WSPA-TV, Ch. 7 (CBS) (Spartanburg, SC)
WASV-TV, Ch. 62 (WB) (Ashville, NC)

Another example of an LMA providing public interest benefits is the LMA between station WASV-TV (Ashville, NC) and station WSPA-TV (Spartanburg, SC.) Pappas is the licensee of station WASV-TV, and is brokering the station's time to WSPA-TV. Pappas returned WASV to the air, but has had to operate the station with far less than maximum facilities. Through the funds provided under the LMA, Pappas is in the process of constructing a substantially taller tower that will permit WASV-TV to increase its technical facilities such that the station will be able to cover a much greater portion of the Greenville-Spartanburg market. WASV has also been able to purchase competitive syndicated programming and soon will be come a WB affiliate.

WLOS-TV, Ch. 13 (ABC)
WFBC-TV, Ch. 40 (Ind)

Channel 40 originally began broadcasting on December 1, 1953, as a standalone independent station with the call letters WAYA. It left the air in 1983, resumed operation in 1984, ceased operation again in 1989 and resumed operation in 1990. Anchor Media and subsequent licensee Continental Broadcasting operated WAYA as a satellite of WLOS starting in 1991. In September 1994, new licensee River City License Partnership changed the call letters to WFBC and relaunched it as an independent station. In May 1996, Sinclair Broadcasting Group, Inc. entered into an LMA with River City License Partnership. Until WFBC had a strong programming partner, it was never a viable standalone station. Under the LMA, the combined operation has created an economy of scale that has made WFBC viable.

Children's programming: WFBC now airs a much expanded lineup of syndicated programming targeting children, plus locally produced interstitial programming elements featuring children from the local community. The approximate number of hours of children's programming per week on WFBC at this time averages 18 hours.

Public affairs programming: WFBC now carries a half hour public affairs program entitled *Focus on the Upstate*, which specifically targets discussion of ascertained issues and features community leaders from Anderson, South Carolina, and the surrounding area.

Public Service Announcements: At present, WFBC airs approximately 1,400 PSAs per month on topics such as adoption, AIDS awareness, the American Red Cross, drug abuse, child abuse, domestic violence, environmental concerns, education, teen pregnancy, physical fitness, high blood pressure, the Humane Society, employment tips, junior achievement, dropout prevention, crime prevention, minority concerns, travel and tourism, the Salvation Army, the Stuttering Foundation, the United Way, and U.S. Savings Bonds.

Charitable activities: The station has also been involved in numerous charitable activities including: missing and exploited children, nutrition, Save the Children, the Arbor Day Foundation, the U.S. Marines, and the YMCA.

The stations now have the resources to become even more involved in community events. Some of the events the stations have helped sponsor include the American Heart Association's annual fund-raising golf tournament; the Greenville Hospital System's Christmas card campaign, which benefits the Children's Hospital; the donation of educational prizes for the Camp Happy Days golf tournament, benefitting children with cancer; the donation of toys to Ronald McDonald's Children's Charities; the donation of toys to Greenville Hospital System's Children's Hospital; and the sponsorship of several Angel Tree locations for toys to be donated to needy children.

In addition to the above, the following community events taking place in western North Carolina were promoted on WFBC: The WLOS community blood drive, the Fontana Lake fishing tournament to benefit Boys & Girls Clubs, the River Link Festival to benefit French Broad River revitalization, and the Big Sweep French Broad River cleanup

Grand Rapids-Kalamazoo, MI

DMA Market No. 37

WOOD-TV, Ch. 8 (NBC)

WOTV-TV, Ch. 41 (ABC)

The rehabilitation of an economically disadvantaged station is illustrated by the LMA arrangement between WOOD-TV and WOTV-TV. Prior to the LMA, WOTV had sustained multimillion dollar financial losses in the nineteen years since it signed on the air in 1971. This resulted, in part, from its inability to obtain programming, particularly as a UHF station during the mid-1970's when there were only three television networks. Although WOTV obtained an ABC affiliation, its market potential was dwarfed by a VHF ABC station licensed to Grand Rapids, whose coverage area substantially overlapped that of WOTV. The overlapping ABC affiliate station WZZM-TV, had certain transmitter restrictions and thus could not provide adequate coverage to the southern part of the Grand Rapids market, including the cities of Kalamazoo and Battle Creek. This enabled WOTV to obtain the ABC affiliation in the first place but also provided the station with a

permanent competitive handicap. WOTV's financial situation eventually became so desperate that it had to discontinue its entire local news service.

In spite of this troubled past, WOTV has evolved into a station with a meaningful local presence. Moreover, solely as a result of the fact that many back-office operations are provided by WOOD-TV pursuant to the LMA, WOTV is now profitable, though it would still not be viable as a standalone station. The LMA has enabled WOTV to obtain the necessary resources to computerize its newsroom and acquire news trucks and other essential ENG equipment. These facilities are now used to provide daily newscasts -at both 6:00 p.m. and 11:00 p.m. -targeted specifically at the smaller communities, Battle Creek and Kalamazoo, which are underserved by the stations licensed to Grand Rapids. WOTV also produces early morning news segments for insertion in other programs.

In addition to bolstering local news, the LMA has expanded WOTV's children's educational programming and other public service activities. WOTV is now collaborating with ABC in the production of its *Children's First* programs. WOTV's contributions include producing quarterly 30 minute local programming segments and coordinating with local organizations and schools in making ABC programming information available to educators.

Since entering into the LMA, WOTV has produced and aired its own programs, including the *Drug and Alcohol Abuse Special*, the *Family Violence Special*, and the *Joint Cooperation Special*. It also has offered public service announcements to various groups, including a recreational center for disadvantaged children, and has served as the coordinator and official television station for the March of Dime's "Walk America." To complement this wide array of public service programming, WOTV's personnel have participated in numerous community activities and local classroom programs, in addition to providing station tours and educational seminars to scouts, 4-H clubs and school groups.

WOTV and WOOD are programmed independently. By adding new valuable advertising inventory, WOTV has made both the local spot and national spot markets substantially more competitive.

The LMA has not only enhanced the quality of programming, but it has also enabled WOTV to upgrade its facilities. Specifically, since entering into the LMA, WOTV has obtained a new transmitter and antenna, implemented stereo sound, and increased its power. All of this in turn has improved the quality and reception of its signal, making it more attractive to viewers.

Although finally somewhat profitable, WOTV cannot match the profit margins of most other stations or, for that matter, industry averages. But, for so long as it can be operated in tandem with WOOD-TV, it will remain a vital and unique local outlet.

San Antonio, TX DMA Market No. 38

KABB-TV, Ch. 29 (Fox)
KRRT-TV, Ch. 35 (UPN)

The following information is a brief summary of how the LMA has impacted the South Central Texas area (San Antonio).

Children's Programming: The stations' participation in this area has had a major focus on those ascertainment issues that are timely to the viewing area we serve, namely, drug awareness and education. When two stations in a community have children's, teen and young adult programming and a consistent PSA campaign, the stations can effectively send a positive message to the youth of the community.

Approximately five more hours per week of children's programming have been added since the station entered into an LMA, giving KABB/KRRT the opportunity to acquire and schedule more programming that meets the FCC requirement for educational/ informational "core" programming. Before the LMA, only KABB broadcasted *Kids Club*. Since the LMA, the *Kids Club* has been broadcast on both stations, and *Kids Club* has grown bigger and better with educational/ informational vignettes geared towards kids twelve and under. Promotion of the "Kids Fair" on both stations rather than just KABB has allowed this community event to grow.

Educational/informational vignettes featuring KABB personality Commander K.O. are aired on both stations. This increases her visibility in the market, and makes her many school appearances even more meaningful. In these appearances, Commander K.O. delivers positive messages encouraging kids to resist drugs, smoking, gangs, guns, and violence.

Having an LMA has increased the opportunity to acquire and schedule programs geared towards minorities including the quarterly "*Mi Gente (My People)*" specials, the annual Hispanic Year in Review and the Hispanic Heritage Awards Special.

Sports: Programming two stations has increased the stations' opportunities to acquire and schedule more local sporting events. Local broadcasts of the NBA's San Antonio Spurs, Big 12 conference football and basketball games, and University of Texas basketball games now air on KRRT. Other local sports events that KRRT is considering include the San Antonio Dragons IBL hockey team, and the San Antonio Missions, an "AA" farm team of the Los Angeles Dodgers.

News: Before the LMA, KRRT had no newscast on the station. Under the LMA, KRRT is now airing a number of news features that are produced by the KABB news department.

Wake Up Weather: An update on the following day's weather, *Wake up Weather* airs on KRRT at 10:00 p.m. KABB's weather department produces the report specifically for KRRT.

News Cut-in's: Emergency weather cut-ins produced by the KABB news department, *News Cut-in's* are broadcast live on both KABB and KRRT. Recently the area has been impacted by tornadoes, heavy rains and flash floods. The LMA has allowed the stations to provide emergency information to both stations' viewers simultaneously in a roadblock format maximizing viewer awareness of the severe weather impacting the area we serve.

In addition to weather update opportunities, the LMA has also allowed for broadcasts of local/national breaking news emergencies and coordinated EBS testing.

Community Events: The stations, through the "Kids Fair" which both stations underwrite, have become the single largest contributors to the San Antonio D.A.R.E. program (Drug Awareness Resistance Education). In 1996, the combined efforts of the "Kids Fair" and the two stations provided the program with \$15,000. KABB and KRRT also received 1996 Achievement and Recognition Awards from the Partnership of a Drug Free America acknowledging the stations' combined efforts. Just to name a few, the stations have also participated in:

- The Inner City Games (for the youth of San Antonio)
- The Folk Life Festival (at the Institute of Texan Culture)
- The Leukemia Society's golf tournament and fundraiser.

The two stations ran the San Antonio water conservation society's PSAs in a priority rotation to educate the market on how serious the two year drought was effecting the community's water supply.

Facilities Improvements: The signal quality of KRRT programming improved when the station was moved to the KABB building. KRRT's previous facility utilized old routing and distribution equipment that added noise to the program signal which an average viewer noticed. It is unlikely that a similar investment in KRRT's technical infrastructure would have been made to it as a standalone station. The economy of scale created by sharing the routing and distribution equipment with KABB made the investment cost effective for both stations. In addition, by sharing the facility expenses the stations will be better positioned to incur the high costs of conversion to digital television.

Norfolk, VA

DMA Market No. 40

WAVY-TV, Ch. 10 (NBC)
WVBT-TV, Ch. 43 (WB)

Prior to entering into the LMA, WVBT, the brokered station, was operating with minimal technical facilities and programming a home shopping format. WVBT offered virtually no local programming. Due to its very low power level, WVBT's potential audience was limited to approximately 700,000 viewers,

Following the LMA, WVBT was able to become the first WB Network affiliate in this market. WVBT has also upgraded its facilities and increased its power, thus expanding audience reach to 1.6 million homes. Upgrades made to the station have included a new transmitter, a tower, automation equipment, master control, sales office and two new antennas - one main and one standby.

Through the strength of its upgraded technical facility and its commitment to initiate a full slate of local newscasts, WVBT subsequently obtained an affiliation with the Fox Network which will take effect in September 1998.

In addition to the efficiencies and public interest benefits set forth previously, WVBT has expanded local news, enabling WAVY to create innovative community-oriented programming. For instance, WAVY and WVBT have collaborated to provide a high school football sports wrap-up show that airs 30 minutes each Friday during the fall football season. Both stations air the first five minutes of the program at the conclusion of their 11:00 p.m. newscasts. When WAVY turns back to NBC late night programming at 11:35 p.m., the remainder of the program is broadcast on WVBT.

WAVY also produced the political show *Newsbreakers* for broadcast on WVBT. This prime time program consisted of four original 30 minute shows featuring Virginia and North Carolina candidates for the U.S. House and Senate (airtime was provided to the candidates without charge). Additionally, WVBT televises other public service programs, including the United Negro College Fund telethon, quarterly specials featuring prominent African Americans, a locally produced weekly public affairs show, rebroadcasts of WAVY's children's programming, local college basketball and football games, religious programming, and music videos.

Memphis, TN

DMA Market No. 42

WPTY-TV, Ch. 24 (ABC)

WLMT-TV, Ch. 30 (UPN)

Clear Channel operates WPTY-TV, a UHF station in Memphis. WPTY was originally affiliated with Fox, but recently switched to ABC. The current owners of WLMT-TV, also a UHF facility in the market, as well as the previous owner, had been unable to generate any cash flow and were losing money.

Clear Channel began an LMA with WLMT several years ago. As a result of the LMA, WLMT-TV now airs a daily news product directed toward the needs of the African-American population of Memphis, the 13th largest African-American DMA. The program, the only newscast of this type in the country, includes features which concentrate on health issues of concern to African-Americans and upon their culture, history, and contributions to the city of Memphis. The cost and risk of the venture are such that the program would never have been possible absent the economies of scale (e.g., combined studio, set and personnel) arising out of the LMA. In fact, the previous licensee broadcast no news at all.

In addition, since ABC programming fills more of the broadcast day on WPTY than did Fox programming, much of WPTY-TV's prepurchased programming is now broadcast on WLMT-TV. Absent the LMA, this popular programming would air on WPTY at odd times or would not be broadcast at all.

Also as a result of the LMA, WLMT-TV has been able to broadcast sporting events that otherwise would not be aired in the market, such as prime time telecasts of University of Memphis and SEC tournament basketball.

Harrisburg-Lancaster-Lebanon-York, PA

DMA Market No. 45

WHP-TV, Ch. 21 (CBS)

WLYH-TV, Ch. 15 (UPN)

WLYH-TV, a UHF station licensed to Lancaster, Pennsylvania, was one of two CBS affiliates in the Harrisburg-Lancaster-Lebanon-York market where Clear Channel Television

operates WHP-TV, also a UHF station. When WLYH was not broadcasting duplicative CBS programming, it was preempting both network and syndicated programming to air a large number of half hour infomercials. Nonetheless, WLYH was losing money and in danger of going dark.

As a result of an LMA with CCT, the market no longer receives duplicative CBS programming. Instead, WLYH-TV broadcasts the entire United Paramount Network ("UPN") lineup as well as other quality programming previously unavailable in the market. Included are three (3) hours per week of educational children's programming, which will increase to four (4) hours per week in the fall of 1997. WLYH has also added a 10:00 p.m. newscast using WHP-TV personnel that regularly covers news events specific to Lebanon, Pennsylvania, something that no other station in the market is doing. Further, CCT has provided \$1.5 million for capital investments at WLYHTV, including upgrades to its news capabilities, and an additional \$1.4 million to cover operational expenses for news and programming. The result of the LMA has been more program diversity at WLYH-TV, a local news product, additional educational children's programming, and better signal quality.

Greensboro-High Point & Winston Salem, NC DMA Market No. 46

WXLV-TV, Ch. 45 (ABC)
WUPN-TV, Ch. 48 (UPN)

Mission II is a party to a local marketing agreement with Sullivan Broadcasting Company, Inc., through which Sullivan supplies the majority of the programming for WUPN. The LMA has enhanced the quality of programming and increased programming diversity in local television markets.

Prior to Mission II's ownership of station WUPN the station rebroadcast the signal of neighboring station WXLV, an ABC affiliate. The signals of the WXLV and WUPN overlapped significantly and WUPN's rebroadcast of the WXLV signal reached only a limited number of new viewers. At that time, not only was WUPN failing financially, but its licensee had also been in bankruptcy for several years. Station profits were poor and the station was not utilized to bring an alternative source of programming and information to the Greensboro, North Carolina area.

Under its current LMA arrangement, WUPN delivers the full line-up of programming of the United Paramount Network (UPN) and the Disney Afternoon, which previously were not available in the Greensboro market, and provides improved local programming including

exclusive coverage of the Charlotte Hornets NBA Basketball games. This type of quality programming is available to the viewers of Greensboro only as a result of the LMA with Sullivan. WUPN did not have the financial resources to independently secure and provide the programming it currently offers its viewers and most likely would have continued to rebroadcast WXLV's signal absent its LMA with Sullivan. As a result of the Sullivan LMA, WUPN is a more vibrant, competitive station.

Providence, RI DMA Market No. 47

WJAR-TV, Ch. 10 (NBC) *WLWC-TV, Ch. 28 (WB)*

As a result of financial problems and local land use controversies, the former permittee was unable to complete construction of the Channel 28 facility over a period of more than a decade. Due to the LMA agreement, the current permittee was able to utilize financial and technical resources not otherwise available. Fant Broadcasting was able to overcome the zoning problems as a direct result of the affiliation with and assistance of the brokering station and its prominent position in the community. Also, as a result of the LMA, Fant Broadcasting was able to afford the tremendous startup costs for a new television station by purchasing a transmitter at a reduced rate from the broker and entering into an equipment lease from the brokering station.

WLWC-TV commenced on April 14, 1997, and is the first WB affiliate in the market. WLWC broadcasts a 10:00 p.m. local newscast daily, and offers local sports such as Big East Football and Big East Basketball. In September, it became the home of the *New England Patriots Coach's Show*. WLWC promotes family programming and broadcasts a variety of "core" children's programming each weekday morning and afternoon, as well as on Saturday and Sunday mornings. Currently in the works is a new "Kids Club," which is a partnership between WLWC and the brokering station. Other community programming has included the three hour broadcast commemorating the 125th anniversary of the Providence Catholic Diocese.

The LMA arrangement gave WLWC instant credibility and more marketability within the station's Designated Market Area. The broker's professional staff and recognizable on-air personalities afforded WLWC an immediate presence in the marketplace otherwise unavailable if WLWC were to operate as a standalone station.

WPRI -TV, Ch. 12 (CBS)

WNAC-TV, Ch. 64 (Fox)

In Providence, Rhode Island, Clear Channel is the licensee of WPRI-TV. WNAC, the UHF Fox affiliate in Providence, was suffering from low ratings, and had no news product, no public service programming and only one half hour locally produced program, a *Bozo* children's show consisting mostly of cartoon reruns.

Since WNAC entered into the LMA, the station's performance has been vastly improved. It received recognition from Fox as a "most improved station." As a result of the LMA, WNAC now broadcasts the market's first 10:00 p.m. newscast. While the broadcast features WPRI employees, it is entirely different from the news broadcast by WPRI.

As a result of the LMA, WNAC also broadcasts a Community Calendar that publicizes community and charitable events, and spearheads a "Christmas in April" event which helps to renovate housing for the underprivileged in Providence.

Albuquerque, NM
DMA Market No. 48

KRQE-TV9, Ch. 13 (CBS)

KASY-TV, Ch. 50 (UPN)

The LMA provided KASY's licensee, Ramar Communications, Inc., with access to the Sandia Crest antenna farm and made KASY-TV, which was an unbuilt station when the LMA was negotiated, more economically viable. Thus, the activation of a new television outlet in Albuquerque was facilitated by the LMA. This obviously served the public interest.

There are many significant efficiencies achieved by this LMA. The LMA permits consolidation of business offices for the two stations, as well as traffic, programming and engineering functions. The stations share local sports programming and public service programming.

KASY-TV is enabled by the LMA to offer first run public affairs and news programming which would not have been economically feasible for a start up television station without the LMA.

Wilkes Barre, PA DMA Market No. 49

WWFL-TV, Ch 56 (Fox)
WOLF-TV, Ch 38 (Fox)

WOLF-TV is licensed to Scranton, Pennsylvania and WWFL-TV is licensed to Hazleton, Pennsylvania. Pegasus Broadcast Television, Inc. (PBT) is a subsidiary of Pegasus, and the parent company of WOLF License Corp., the licensee of WOLF-TV (Scranton, Pennsylvania) and WWFL-TV (Hazleton, Pennsylvania.) WWFL is currently a satellite of WOLF, duplicating its programming. However, it has recently received authority from the Commission to relocate its transmitter site to the site used by the other television stations in the Wilkes Barre/Scranton DMA, in which both WOLF and WWFL operate.

As a condition of granting the WWFL construction permit, Pegasus has agreed to divest itself of WOLF if necessary to comply with the multiple ownership rules in effect at the time that WATF commences program tests with its improved facilities, as at that time, the stations will have overlapping city-grade contours. In contemplation of this change in ownership, PBT has entered into an LMA with WOLF License Corp., by which PBT will be brokering the time on WOLF-TV. It is contemplated that the stock of WOLF License Corp. will be sold to a new party, if necessary to comply with Commission multiple ownership rules, subject to this LMA. The LMA provides for a five year term from the commencement of independent programming, with a renewal at Pegasus' option within 180 days of the expiration of the agreement.

The LMA provides for 166 hours of programming to be provided by the broker, subject to preemptions by the licensee to provide programming which the licensee believes will better serve the public interest.

As WOLF and WWFL have always been programmed together in a parent-satellite relationship, this LMA will allow the development of a new full service station. This is particularly important given the fact that the WOLF/WWFL combination has always had significantly lower ratings than the other stations in the market, and enjoys a smaller market revenue share than the long established affiliates of the three major networks. WWFL will continue to be an affiliate of Fox. When WOLF is programmed separately from WWFL, it is assumed that it will be affiliated with one of the emerging networks.

Thus, the development and growth of WOLF through the LMA can only contribute to the diversity in the market by allowing for two separately programmed stations, which together can provide a more equal marketplace competitor than could the two stations if separately operated.

Louisville, KY

DMA Market No. 50

WDRB-TV, Ch. 41 (Fox)
WFTE-TV, Ch. 58 (UPN)

In May 1990 James T. Ledford received the construction permit for Channel 58 (Salem, Indiana.) Salem, Indiana is located approximately 35 miles northwest of Louisville, Kentucky, but is considered a part of the Louisville, Kentucky market.

Although financing had been arranged in advance of even applying for the facility, changes in the television marketplace, as well as prevailing economic conditions, made it difficult for Ledford to effectuate his financing plans. In the meantime, it became permissible within the television industry to establish local marketing agreements. Kentuckiana (the wholly owned successor of Ledford) was contacted by Blade Communications, Inc. (the parent company of the licensee of station WDRB-TV) with a proposal which ultimately was agreed to, whereby Blade Communications assisted Kentuckiana in obtaining requisite financial commitments for the construction of the station in return for Kentuckiana entering into an LMA agreement for its utilization of certain broadcast time and commercial availabilities.

As a result of the fortuitous timing of the commencement of WFTE's operations, WFTE became a UPN Network affiliate, thereby providing the Salem community and the surrounding Louisville market with access to an additional television network that would not otherwise have been available. Moreover, as a result of the LMA agreement, WFTE now had access to WDRB's inventory of syndicated programming, much of which would otherwise not have been broadcast in the Salem/Louisville market on WDRB itself due to the lack of available broadcast time on WDRB. Also, thanks to WFTE's presence in the Salem/Louisville market, in the Fall of 1997 the Salem/Louisville area will be served by 3 1/2 hours daily (Monday-Friday) of children's programming on WFTE, as well as ten hours during weekends.

Despite the time committed to Blade Communications for presentment of programming of its choosing, by remaining owner of the licensee, James T. Ledford, a lifelong local resident of Salem, Indiana, has been successful in maintaining WFTE's local ties in its programming. Kentuckiana maintains its own small staff. As a result of Ledford's and Kentuckiana's input, efforts, and programming, WFTE has become a voice for Southern Indiana residents, through such broadcasts as the boys' and girls' state high school championship tournaments in basketball and football, Indiana University football and basketball, Indiana Lottery results, the promotion of Salem community events (along with notices of their cancellation as they occur), notices of Southern Indiana school closings, and the broadcast of a "Salem Town Meeting" live from Salem, Indiana. The latter event was specifically arranged for by WFTE and Kentuckiana for

broadcast on WFTE. Through this synergy of ownership by Kentuckiana, as licensee of WFTE, along with programming by its LMA partner Blade (whereby Kentuckiana retains certain broadcast time and ultimate control over WFTE but has access to the Blade's expertise and production skills), it is believed that WFTE has created and carved out for itself a unique identity that otherwise would not have existed (and could not exist) were the FCC either to prohibit LMAs or allow outright duopoly ownership. Moreover, Kentuckiana's financial plans and projections have been premised on its belief that it could rely upon its continued partnership with the Blade in the future. Prohibiting LMAs outright, and preventing Kentuckiana from affording the Blade its pre-existing right to exercise its option to extend the LMA beyond the current term, will of course be detrimental to the Blade, but more importantly, will cut Kentuckiana off from programming, synergies, expertise, and relationships that it has successfully built up over the years. It is believed that such an event will negatively impact Kentuckiana's overall ability to provide the level of programming and services that it currently provides to the public.

Birmingham, AL

DMA Market No. 51

WTTO -TV, Ch. 21 (WB)

WABM-TV, Ch. 68 (UPN)

Prior to the LMA, WABM was in bankruptcy, offering little or in some cases nothing to the community. Glencairn Ltd. purchased WABM out of bankruptcy and enabled it to become a viable station. The LMA made it possible for WABM to be reinvented into a viable station, serving Birmingham's viewing audience as well as the advertising community. The LMA made it possible for 28 jobs to be saved. Employees of WABM were unsure of their job security, not knowing if each day would be their last. Following the agreement, these employees' jobs were secured, their benefits improved, their job quality was improved and morale was significantly raised.

Since the LMA agreement, many benefits have been offered to the Birmingham market. The station has been elevated from a bankrupt property with no ratings to speak of to a thriving business serving the community with competitive ratings rivaling those of the established network television stations. It is clear that the true benefactor resulting from the LMA agreement is the viewing public. This is proven in the way the public has embraced WABM since the LMA agreement in July of 1995.

The LMA allows the opportunity for children's programs and services. Some of the children's related programs expanded by the LMA in Birmingham are: Book Talks (a summer reading program), Supershot Saturday (free immunizations), Student Body (an educational program) and Tag Team (a safety identification program).

WABM was the only station in the market to produce and to air a prime time special on the life and accomplishments of A.G. Gaston, a community leader who died in 1996.

WABM has made it possible for UAB sports to have a home in Birmingham. WABM will feature football and basketball of the University of Alabama in Birmingham, the city's largest employer. Otherwise, Birmingham residents would not have access to their local team.

Finally, the LMA created a viable outlet for the new UPN network. As a result of the LMA, Birmingham residents are able to view this new free, over-the-air television network.

Nonprofits and community related organizations benefit because their message is now conveyed on two stations rather than one. The LMA provides the opportunity to reach two diverse audiences through WABM and WTTO. The LMA made it possible for Birmingham and the surrounding areas to have yet another voice to convey community interests and public service. The LMA has offered more choices and resources to the community. WABM devotes time to community services and has sponsored many events/programs which directly serve the community. Some are:

Blues in the Schools: WABM is the proud sponsor of this educational program which offers city school children the opportunity to be exposed to music and the art of performance. Never before have Birmingham children benefitted from such a program.

The Bruno's Memorial Classic: WABM produced and aired for two consecutive years a special focusing on one of Birmingham's world class sporting events, The Bruno's Memorial Classic. Each year this event donates over \$250,000.00 to Alabama charities.

Do Dah Day, Inc.: WABM supports this annual event which benefits local animal shelters. Since WABM's involvement in 1996, *Do Dah Day* has raised and donated over \$90,000.00 for these local animal shelters.

Cobb Theater Canned Food Drive: Each November, WABM, in conjunction with the United Way, sponsors this event which collects food for those in need.

Cobb Summer Film Shows: WABM sponsors this summer long film series which provides families with two free children's feature films per week.

Black History Month: WABM sponsors this series of 30 second spots each February, celebrating the accomplishments and lives of Black American leaders.

WTTO-TV, Ch. 21 (WB)

WDBB-TV, Ch. 17 (Ind)

Because of the LMA, the residents of Tuscaloosa and Birmingham have enjoyed additional new locally produced programming options. For example, since the LMA, the station has offered the following benefits to the Tuscaloosa market:

Program Insight is a weekly community based public affairs show. The program features an informative question and answer forum designed to educate the viewers on issues that affect the community. With no more than three topics per show, each program has the time to go beyond the brief "news report" to expose and to encourage insightful dialogue.

My Hometown is a series of 60 vignettes that profiles several townships or cities in the WTTO viewing area. The vignettes are designed to foster community awareness by highlighting the growth and uniqueness of each township.

The LMA made it possible for the community to have a voice to convey community interests and public service. Nonprofit and community related organizations benefit because their message is now conveyed. WDBB devotes time to community services and has sponsored many events/programs which directly serve the community. Some examples are:

Just Don't Do It: A 52 week locally produced public service campaign produced in conjunction with The University of Alabama Athletic Department. The campaign encourages teens and young adults to avoid violent situations and to stay drug free.

What's Happening?: A community calendar broadcast throughout the day. The calendar is a free vehicle for community organizations and agencies to publicize their upcoming events and special projects of interest to the community.

The Bruno's Memorial Classic: WDBB aired for two consecutive years a special focusing on one of Birmingham's World Class sporting events, the Bruno's Memorial Classic. Each year this event donates over \$250,000 to Alabama charities.

Learning to Make a Difference: A series of 30 second spots targeted at kids ages 6-16. The campaign is designed to explore common day issues that directly affect kids and deliver suggestions for appropriate response to the problems and the issues they face.

Black History Moments: A series of 30 second spots that profile Black Americans who have made significant contributions to the betterment of mankind.

Cobb Theater Canned Food Drive: Each November, WDBB, in conjunction with the United Way, sponsors this event which collects food for those in need.

Cobb Summertime Fun Shows: WDBB sponsors this summer long film series which provides families with two free children's feature films per week.

Finally, the LMA has provided the new WB network with an important outlet in the Birmingham market. Not only does this provide another viewing option for the people of Birmingham, but it also helps increase competition among the various national broadcast networks.

Birmingham, Tuscaloosa, & Anniston, AL DMA Markets No. 51, 185 & 201

WCFT-TV, Ch. 33 (ABC) (Tuscaloosa)
WJSU-TV, Ch. 40 (ABC) (Anniston)

These extended coverage LMAs involve separate DMAs but overlap the city- grade, Grade A, and Grade B contours. This enhanced coverage LMA permits two UHF stations to provide ABC network service to three markets by maintaining a combined production studio presence that delivers simulcasted programming to Birmingham, Tuscaloosa, and Anniston, Alabama, in addition to production facilities in the communities of license. The LMA extends the reach of the ABC service to previously underserved areas, by definition enhancing diversity. Local news and other programming is expanded throughout three markets and service has significantly increased. The amount of news produced by the two stations has dramatically increased in the three combined markets by over 41% (from 14.5 hours per week to 20.5 hours).

As a direct result of the LMA, the stations are also in a financial position to produce local "targeted" newscasts telecast on local cable systems in both Tuscaloosa and Anniston. The stations are in the process of adding significant new investments, including two new towers (DTV compatible), two new transmitters, and two new antennas. A new multimillion dollar digital studio/office complex has also been added. To help expand local news coverage, a satellite news gathering truck and three new remote ENG vehicles have been acquired, in addition to a news helicopter. As a result of the LMA, the power and height of each station has increased or will increase, thereby dramatically improving service throughout the market. Since its launch only nine months ago, the 10:00 p.m. news is now the most watched newscast in the entire state. The market is exceptionally competitive with 8 commercial TV competitors, including NBC and Fox owned and operated stations on the VHF band.

Jacksonville, FL

DMA Market No. 54

WAWS-TV, Ch. 30 (Fox)
WTEV-TV, Ch. 47 (UPN)

In Jacksonville, Florida, WNFT-TV, now WTEV-TV, a UHF facility, had failed. It had filed for bankruptcy protection under Chapter 11. Before Clear Channel Television, Inc. (CCT), licensee of WAWS-TV, another UHF station in the Jacksonville market, began its LMA, WTEV-TV's programming consisted primarily of paid infomercials and barter programming. Also, WTEV-TV was neither producing nor broadcasting any local news or providing any community service. The station's signal was technically deficient and the station had a negative image in the community.

Subsequent to entering into the LMA, CCT provided the funds necessary for capital improvements and much needed maintenance including upgrading WTEV's audio signal to stereo. CCT improved the station's programming, and was instrumental in causing the station to affiliate with UPN and to obtain Orlando Magic basketball and SEC football. Furthermore, because of the LMA, WTEV-TV now broadcasts public service announcements, local programming, and three hours per week of educational children's programming. It is anticipated that, in the fall of 1997, WTEV-TV will begin to produce and broadcast an early evening half-hour newscast.

Clear Channel provides programming for a substantial amount of the brokered station's broadcast day on a daily basis throughout the year. WTEV, however, continues to have the obligation to ascertain that programming responds to the needs and concerns of the community of license, and it retains the right to preempt the brokering station's programming as necessary to broadcast its own programming which is responsive to issues of concern to the community of license and to the needs of children. Furthermore, WTEV may pre-empt or delete any programming of Clear Channel which WTEV believes is unsuitable or contrary to the public interest and may substitute programming which, in its independent opinion, is of greater local or national importance.

WJXX-TV, Ch 25 (ABC)
WBSG-TV, Ch. 21 (ABC)

These enhanced coverage LMAs will permit two UHF stations to provide ABC network service to geographically disparate communities in a large DMA by maintaining a combined

production studio presence that delivers simulcasted programming to Jacksonville and Orange Park, Florida, and Brunswick, Georgia, as well as greatly supplementing the production facilities in Brunswick. There is no Grade A overlap, and a Grade B overlap of only 13%.

The LMAs extend the reach of the ABC service to previously under-served areas, which by definition enhances diversity. Prior to the LMA, WSBG was failing financially. Today it is becoming a profitable operation. WJXX is a new station added to the market as a direct result of being able to enter into a LMA. Moreover, the former ABC affiliate has added an additional network service to the market as the new WB network affiliate, which had no outlet in the market prior to the LMA, which again by definition increases diversity.

The combined stations provide improved off-air coverage of the ABC television network throughout the market, thereby increasing access to ABC's news, informational, and children's programming. Also, as a direct result of the LMA, the news programming on WBSG is scheduled to increase dramatically by 380% (from 5 hours per week to 24)! Significant investments have been made to put WJXX on the air and to improve the signal of WBSG. These improvements include an all new digital multimillion dollar studio/office complex, new DTV compatible tower, new transmitter (with backup), new antenna, new satellite news gathering truck, two new ENG trucks and the first and only helicopter news service in the market. The market is exceptionally competitive with 7 commercial TV competitors including a Post-Newsweek and a Gannett-owned station on the VHF band.

Little Rock, AR

DMA Market No. 57

KLRT-TV, Ch. 16 (Fox)
KASN-TV, Ch. 38 (UPN)

In Little Rock, Clear Channel Television, Inc. (CCT) entered into a joint sales agreement, later an LMA, with KASN-TV, a UHF station licensed to neighboring Pine Bluff, Arkansas. KASN-TV had been losing substantial sums of money and was frequently off the air.

Since CCT became involved, it has provided more than \$400,000 for improved equipment which, among other things, will soon permit the station to broadcast in stereo. KASN-TV now broadcasts a quality signal into southeast Arkansas, whose needs were otherwise inadequately served, and even today are not adequately addressed by two of the three network affiliates in the market.

KASN-TV carries two annual telethons sponsored by the United Negro College Fund and the Arthritis Foundation. These telethons had been dropped by other stations in the market. KASN-TV has also improved the quality of its programming. As a result of the LMA, it now carries a weekly public affairs program, four hours of children's educational programming, and the full UPN network lineup.

To better serve the area's large minority population, KASN-TV programs the 5:00 p.m. to 7:00 p.m. time period to appeal to the African-American community. KASN-TV produces educational vignettes for children in its daily *Kidsland* segment and, through the LMA, has sponsored an award-winning teen page on the Internet with monthly surveys on various issues of public importance. As a result of the LMA, KASN-TV now runs a large number of public service announcements (90 for adults and 68 for children in an average week) and its prime time ratings have improved by 50 percent.

Without an LMA, KASN-TV would not have been able to raise money for the United Negro College Fund and the Arthritis Foundation, provide educational programming, carry public affairs programming, or sponsor surveys of young adults in its market.

Tulsa, OK

DMA Market No. 58

KOKI-TV, Ch. 23 (Fox)
KTFO-TV, Ch. 41 (UPN)

In Tulsa, Oklahoma, where Clear Channel Television operates KOKI-TV, a UHF station, KTFO-TV was a failing station. KTFO had been off the air for two years, and although it had resumed broadcast operations, was losing nearly a million dollars per year. Absent the LMA, KTFO probably would have gone dark again. The station was airing little or no locally-produced programming or public service programming and there was no children's educational programming. The program schedule consisted primarily of barter programming and infomercials.

As a result of the LMA, KTFO-TV now has 4.5 hours of children's educational programming per week, with an increase to 5.5 hours per week scheduled for the fall of 1997. KTFO-TV is a local sponsor of groups such as Oklahoma Kids, an organization that fights drugs through the performances of children singing and dancing across the state. KTFO-TV also supports many local charities and community groups and events with on-air sponsorships. The station is a sponsor of approximately 20 family/community events and shows each year in Tulsa.

As a result of the LMA, KTFO now broadcasts a more complete line-up of family programs and has greatly reduced the number of hours of infomercials. Through the LMA, KTFO will soon increase its news, information and weather programming for the market.

Clear Channel provides programming for a substantial amount of the brokered station's broadcast day on a daily basis throughout the year. KTFO, however, continues to have the obligation to ascertain that programming responds to the needs and concerns of the community of license, and it retains the right to preempt the brokering station's programming as necessary to broadcast its own programming which is responsive to issues of concern to the community of license and to the needs of children. Furthermore, it may preempt or delete any programming of Clear Channel which the station believes is unsuitable or contrary to the public interest and may substitute programming which, in its independent opinion, is of greater local or national importance.

Mobile, Alabama-Pensacola, Florida

DMA Market No. 61

WPMI-TV, Ch. 15 (NBC)
WJTC-TV, Ch. 44 (UPN)

On March 15, 1993, Clear Channel Television, Inc. (CCT), licensee of WPMI-TV (Mobile, Alabama), a UHF station, entered into a joint sales agreement (JSA), and, subsequently a local marketing agreement with WJTC-TV, a UHF station in neighboring Pensacola, FL. Before CCT became involved, WJTC-TV faced such severe financial difficulty that it was frequently off the air. For example, the station did not broadcast during much of the May 1992 sweeps period. Recognizing the poor quality of the station in the market, major program syndicators accepted unpopular time periods on other area stations rather than prime time on WJTC. Finally, little or no public service was being performed and no programming originated locally.

CCT provided the funds required to improve WJTC-TV's physical plant and technical operations. CCT engineering personnel were lent to WJTC-TV, and the station's on-air look was upgraded. As a result, syndicators developed confidence in WJTC-TV and the quality of its program schedule improved. WJTC-TV was offered improved cable television channel positions and ratings tripled during the first year of the LMA. WJTC-TV was then able to enhance its public service with a weekly half hour public affairs program which aired in early fringe and, later, a 9:00 p.m. news program. New programming broadcast on WJTC-TV as a result of the LMA includes a locally produced and hosted pet show, a fix-it-yourself show, and an interior design program. Also WJTC-TV carries University of Southern Alabama basketball games in

prime time, which allows the University to increase its ability to raise funds through advertiser support.

The LMA has also resulted in efficiencies and economies of scale that turned WJTC-TV from an inefficiently organized, potentially failing station into a financially viable entity that is now a source of quality syndicated programming, local programming, news, and community service. The LMA also resulted in saving precious jobs that would otherwise have been lost had WJTC-TV been forced off the air. In fact, over time the total number of jobs rose for both stations as a direct result of the advantages of combined operation.

WEAR-TV, Ch. 3 (ABC)
WFGX-TV, Ch. 35 (WB)

The Time Brokerage Agreement ("TBA") between stations WFGX-TV and WEAR-TV has significantly advanced the public interest in WFGX's community of license. Prior to the TBA, WFGX-TV broadcast primarily religious programming. Under the TBA, however, the station's programming has been expanded to include local news broadcasts (Monday through Friday), as well as public affairs and entertainment programming. This enhanced ability to broadcast local news and public affairs programming provides a clear public interest to the community in Ft. Walton Beach, Florida.

Austin, TX
DMA Market No. 63

KXAN-TV, Ch. 36 (NBC)
KNVA-TV, Ch. 54 (WB)

The Austin, Texas market is a good illustration of how LMAs can help balance competition among broadcasters in the same market. It also helps provide an additional outlet for new television networks in smaller, channel-constrained markets. The Austin market has four UHF stations and only one VHF station, the latter having been licensed originally to the family of President Lyndon Johnson, and which was long the dominant station in that market. KXAN entered into an LMA with station KNVA in 1994. Prior to the LMA, KNVA had not been built, primarily due to its lack of funding. With only four existing television stations in the market, this not only foreclosed opportunities for new television networks, but limited the overall diversity of the marketplace.

The LMA enabled KNVA to become operational with a first-class physical facility, thereby enhancing the competitiveness and diversity of the marketplace. KNVA became a WB affiliate and provided an outlet for numerous other programs which otherwise would have been available only on cable, including Texas Rangers baseball and San Antonio Spurs basketball games. Additionally, KNVA initiated weekday newscasts and the only over-the-air Spanish language community affairs show in the market (similar Spanish language shows are on cable and LPTV stations). Regrettably, the early evening weekday newscast on KNVA was unable to generate sufficient audience or advertising revenue to become viable and was recently discontinued. The station's production resources are now devoted to producing one minute newscasts which are inserted in other programming six times a day.

KNVA also broadcasts *Kids Ideas*, a locally produced children's talk show featuring Chelsea Hernandez, a 12 year old Hispanic female host. KNVA also provided three hours of free political programming during the 1996 election campaign and free time for each candidate running in the Spring 1997 City of Austin elections, which included the mayoral and three City Council positions. Each candidate was given 10-15 minutes to discuss the key issues of their campaign. These interviews were then combined into three one-hour programs which aired in prime-time and prime access prior to the election.

KNVA also enhanced competition by increasing the number of advertising spots in the market by approximately 45% during prime time and 25% overall.

Wichita, KA

DMA Market No. 65

KSAS -TV, Ch. 24 (Fox)

KWAJ-TV, Ch. 36 (Construction Permit)

Three Feathers Communications, Inc. ("Three Feathers") is currently a party to a local marketing agreement with Clear Channel Television, Inc. ("Clear Channel"), the licensee of KSAS-TV (Wichita, Kansas.) Pursuant to the LMA, Clear Channel will supply the majority of the programming for Three Feathers' new station.

With regard to the public interest benefits, the LMA will provide benefits that will be enjoyed by the residents of the Wichita-Hutchinson market and that will advance the Commission's goal of diversity of voices and programming. The Three Feathers/Clear Channel LMA will result in greater diversification of the programming currently offered in the Wichita-Hutchinson market. With programming obtained by Clear Channel, Three Feathers will offer a variety of entertainment, news, and informational programming previously unavailable. Three Feathers does not have the financial resources to independently secure and provide the quality